



THE CITY OF SAN DIEGO

Public Library

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San Diego Public Library One of 10 to Receive Grant to Host Health Seminars

Be Well Informed @ your library Initiative Creates Health Information Network

SAN DIEGO – The City of San Diego Public Library has been selected as one of 10 library systems in the nation to participate in the “Be Well Informed @ your library” campaign. Sponsored by the American Library Association and Walgreens, the national health information initiative will focus on the 90 million American adults who have difficulty understanding and using health information. The program will combine the partners’ community health resources to help guide the more than 40 percent of consumers who feel overwhelmed by the healthcare information available today.

“The San Diego Public Library is committed to providing valuable information to the public and we will be able to offer even better service through this new program,” said City Library Director Anna Tatár. “This will be a healthy resource for all San Diegans.”

Be Well Informed @ your library will address national health topics such as Medicare drug discount cards, how to manage rising healthcare costs, new medications and other topical health issues. While the program will provide information for all age groups, there will be an emphasis on older Americans who tend to have the most questions, yet limited access to the Internet.

As a participant in the campaign, the San Diego Public Library will receive a \$25,000 grant from ALA and Walgreens to host a series of health seminars led by Walgreens pharmacists. The funding will also be used to purchase current medical information materials for the Library.

“Good decisions depend on good information,” said ALA President Carla Hayden. “The Institute of Medicine health literacy report showed that people with poor understanding of health information were much more likely to be hospitalized and to visit emergency rooms. Be Well Informed @ your library will provide library users with accurate, timely and balanced information from personal, trusted sources within their communities: pharmacists and librarians.”

“We are focusing on the health issues that are foremost in the hearts and minds of Americans,” said Walgreens President Jeff Rein. “By partnering the strengths of two reputable and trusted sources of information - pharmacists and librarians – Be Well Informed @ your library will reach more people with the reliable information they need.”

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**Library One of 10 to Receive Grant to Host Health Seminars
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Since nearly half of American consumers use the library, either online or in person, as a resource to seek health-related information, the health seminar curriculum contents also will be made available online to all 16,400 libraries and 4,400 Walgreens stores nationwide.

“Health information on the Internet is sometimes unreliable and most of all overwhelming,” Rein said. “Pharmacists are a personal, trusted source of health information who don’t require an appointment. We serve 4 million customers a day, one fourth of them over 65. Combined with the number of library visits, there are millions of opportunities daily to have an impact on the health of the country.”

In fact, a vast majority of consumers – 70 percent – trust their pharmacist as much or more than other health professionals, and 60 percent place a great importance on having the opportunity to interact with them.

Be Well Informed @ your library is part of The Campaign for America’s Libraries, a multi-year advocacy and public awareness effort that showcases libraries as places of opportunity where information is affordable, available and accessible to all people.

“While the Internet boasts an abundance of health information, 51 percent of consumers have difficulty separating credible online health information from that which is not trustworthy,” Hayden said. “Local libraries offer Americans the ultimate search engine - a librarian.”

Besides San Diego Public Library, other selected library systems include Atlanta-Fulton Public Library; Boston Public Library; Chicago Public Library; Cleveland Public Library; County of Los Angeles Public Library; Detroit Public Library; Enoch Pratt Free Library, Baltimore; Houston Public Library; Orange County (Fla.) Library System. A schedule of the health seminars will be released at a later date.

Established in 1876, the American Library Association is the oldest and largest association in the world with approximately 64,000 members. Its mission is to promote the highest quality library and information services and public access to information.

Walgreen Co. is the nation’s largest drugstore chain with fiscal 2003 sales of \$32.5 billion. The company operates 4,414 stores in 44 states and Puerto Rico and plans to open 425 new stores in fiscal 2004. The company also operates Walgreens Health Initiatives, which provides pharmacy benefits management, mail service prescriptions and other clinical services.

Founded in 1882, the City of San Diego Public Library system includes the Central Library and 34 branch libraries located throughout the City. The Library welcomes more than 6 million visitors each year.

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The City of San Diego Public Library – Your Link to the Past and Gateway to the Future



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Be Well Prepared @ your library Free Health Seminars

Free health seminars at the San Diego Public Library will address national health topics such as Medicare drug discount cards, how to manage rising healthcare costs, new medications and other topical health issues. While the program will provide information for all age groups, there will be an emphasis on older Americans who tend to have the most questions, yet limited access to the Internet. The seminars are sponsored by Walgreens and the American Library Association. The schedule of seminars is as follows:

Friday, Nov. 19

10:30 a.m. to 12:30 p.m.

San Carlos Branch Library
7265 Jackson Drive, San Diego
619-527-3430

Saturday, Nov. 20

2 to 4 p.m.

Mira Mesa Branch Library
8405 New Salem St., San Diego
858-538-8165

Saturday, Nov. 20

3 to 5 p.m.

Valencia Park/Malcolm X Branch Library
5148 Market St., San Diego
619-538-8165

Tuesday, Dec. 7

1 to 3 p.m.

Point Loma-Hervey Branch Library
3701 Voltaire St., San Diego
619-531-1539

Thursday, Dec. 9

1 to 3 p.m.

Rancho Bernardo Branch Library
17110 Bernardo Center Drive, San Diego
858-538-8163

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<http://www.sandiego.gov/public-library/>